

**MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Festival on the Green Subcommittee  
Monday, August 16, 2010  
Partnership Offices  
1244 Storrs Road (Storrs Commons)  
(860) 429-2740  
5:00 p.m.**

**Minutes**

**Present:** Betsy Paterson, Tom Birkenholz, Kim Bova, Ashley Fraser, Bruce John, Deb McCrackan, and Natalie Minuitti

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Betsy Paterson called the meeting to order at 5:03 pm.

**2. Public comment**

There was no public comment.

**3. Review Task List**

Art: Kim Bova explained that, due to a scheduling conflict, she will be unable to attend the *Festival*. She said that she spoke with Janine Callahan, who had helped with the photography at the 2009 *Festival*, and Ms. Callahan can photograph the event this year. Ms. Bova added that she planned to find a second person to assist Ms. Callahan.

Ms. Bova then reported that several members of the Town's Arts Advisory Committee volunteered to assist Michael Allison with the set-up of the Juried Art Show.

Kathleen Paterson reported the final tally of submissions: 91 pieces from 24 artists.

Advertising: Ashley Fraser reported that the flyers and brochures are ready for distribution and that she has requested space for the ads and is working on the signs.

Parade: Ms. K. Paterson shared an update from Jim Hintz; he spoke with someone in Athletics, and the Parade is on the team's calendar. Ms. K. Paterson added that Mr. Hintz said he would continue to try to get an estimated number of players.

Ms. Paterson reported that UConn President Austin agreed to be in the Parade. **Ms. Paterson will contact the chairs of the Town Republican and Democratic Committees to follow-up on the invitation to be in the Parade [Done]. Ms. Paterson will also contact Dave Dagon to ask if he can have the antique fire truck in the Parade [Done].**

Tom Birkenholz reported that Robin Rice, from WILL, will be the announcer for the Parade.

Music: Bruce John reported that he thought of a solution to the stage layout and contacted Natalie Minuitti with the details. **Ms. Minuitti will get the dimensions to Cynthia van Zelm [Done].**

**Ms. van Zelm will check on the application at Connecticut DOT to shut down the road for the Parade [Done].**

Set-up: Ms. Minuitti said that Lisa from the Mansfield General Store mentioned that she may need power for her booth. **Ms. K. Paterson will contact the General Store to confirm [Done].**

Ms. Minuitti said that she would have the map ready in AutoCad by the end of the week. **She will review the booth list [Done].**

Mr. Birkenholz said that Melaney Bacchiochi had expressed interest in having a booth again. **He will follow-up with Ms. Bacchiochi [Done].**

Vendors: Ms. K. Paterson distributed a list of the confirmed activity booths. She noted that she has verbal commitments from Starbucks and UConn Catering. She said **she will ask Ande Bloom for the correct contact for the E.O. Smith Crew Team [Done].**

Ms. Minuitti said she poked to Jim Penders about the Boy Scouts' possible involvement. **She will follow up with Mr. Penders [Done].**

**Ms. K. Paterson will start making follow-up calls this week [Done].**

Sponsors: Ms. van Zelm reviewed the sponsorships that have been received and that are outstanding.

Volunteers: Ms. K. Paterson said that two Area Captains are confirmed: Curt Hirsch and Chris Kennedy. She added that two more are needed; she would prefer that the Area Captains be people who have volunteered at the event in the past.

Ms. Minuitti said that her friend and her friend's daughter are interested in volunteering.

Mr. Birkenholz said he could use a couple more people to be Parade wranglers. **Ms. Minuitti will ask her friends [Done].**

Ms. K. Paterson said that June Krisch and Jessie Shea were confirmed to help in the office on the day of the event.

**Ms. van Zelm will review membership list for ideas for people to serve as Area Captains [Done].**

#### **4. Community Puppet-Building Workshop**

Ms. K. Paterson reviewed the schedule for the workshop: Saturday, Sept. 4 and Sunday, Sept. 5 from 9:00 am – 5:00 pm will be drop-in hours. Saturday, Sept. 11 is scheduled for touch-ups and rehearsal. She also reviewed the plans to publicize the workshop, including emails, a press release, and a notice on the website.

#### **6. Celebrate Mansfield Weekend update**

Ms. van Zelm reported that the invitations to the wine tastings were mailed last week, and the office has received several responses already. She noted that the list will be capped at 65.

The Committee discussed Picnicaplooza! and agreed that additional, separate publicity was needed to promote the event. **Ms. K. Paterson will discuss the publicity with Sara-Ann Chainé [Done].**

## **7. Adjourn**

The meeting adjourned at 6:30 pm.

*Minutes prepared by Kathleen M. Paterson*